

Introduction to the PHR Council

PHR Council



About the PHR Council (Since 2019)

Purpose

PHR Council aims to contribute to the enhancement of public health and safety by promoting the proper dissemination of Personal Health Records (PHR) through information sharing and communication.

The term “PHR” as used here refers to a system that enables individuals to utilize data related to medical care, Healthcare, long term care , and wellness , and wellness—data generated in connection with their daily lives (**Person Generated Data**)—based on their own decisions.

Activities

- ① Research and study on the dissemination of PHR, including challenges, use cases, and effects related to the distribution and utilization of PHR data
- ② Development of guidelines and certification systems to promote the adoption and utilization of PHR
- ③ Awareness-raising and public relations activities related to PHR
- ④ Policy advocacy to promote the dissemination of PHR
- ⑤ Other activities incidental or related to the above

■ Executive Members (2025年3月現在)【Honorary Chairperson】

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Department of Work Systems and Health, Institute of Industrial Ecological Sciences, University of Occupational and Environmental Health, Japan

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Graduate School of Business Administration, Kwansei Gakuin University

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- Hiroshi Kobayashi ICT Town Development Common Platform Promotion Organization
- Yuichiro Sakamoto Department of Emergency and Critical Care Medicine, Saga University Hospital?
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- Michiyo Namba Think Pearl Association
- Masae Honma The Yomiuri Shimbun Tokyo Headquarters
- Kyoji Matsuo AstraZeneca K.K.
- Takashi Marui TIS Inc.
- Shigeyuki Mito TMI Associates
- Ikuko Yamaguchi Certified NPO Sasaeai Medical Human Rights Center COML
- Keiichi Yamamoto Director, Center for Business Development and Innovation, Osaka Dental University

【Auditor】

Makoto Kuroda Formerly of Sogo Medical Co., Ltd.
Hiroaki Noda Auditor, Japan AED Foundation

【Advisor】

Toshimi Yamazaki Director, Ecology Cafe



The Ideal Future of PHR and the Use of Health and Medical Data in Japan

To realize a society where **individuals can manage and use** their health and medical information throughout their lifetime, based on their own decisions.

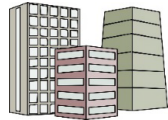
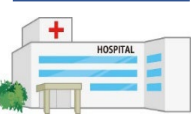
Current Situation

Hospital

School

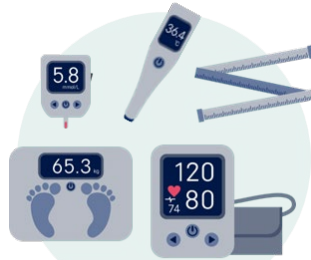
Corporate Health Insurance Associations

Government



- Most feedback to individuals is provided on paper
- Original data is held by each organization
- There are no standardized data exchange formats, so data is not interconnected

Lifelog



Realization and Promotion of Data Linkage through a Distribution Infrastructure!

Research Supported by AMED Since 2023

Various Private PHR Services



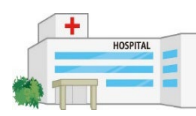
Ideal Future

Hospital

School

Corporate Health Insurance Associations

Government



PHR Service A

PHR Service B

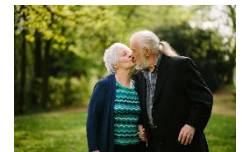
PHR Service C

PHR Service D

PHR Service E

Standardization
(Publication of Data Migration API Specifications / Provision of Modules)

Deliberated by the Council since 2021

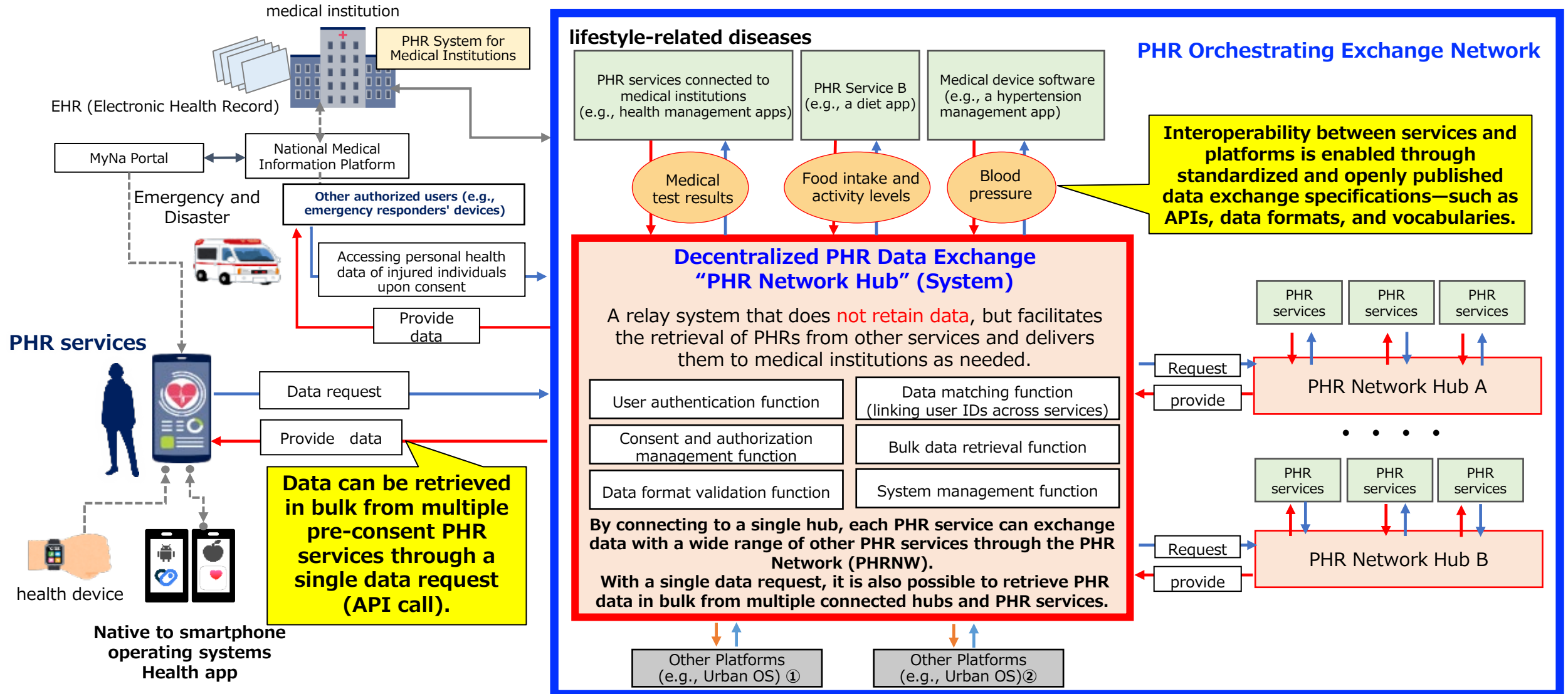


Individuals and families can choose the most suitable PHR service based on their own decisions, and essential information can be transferred between services.



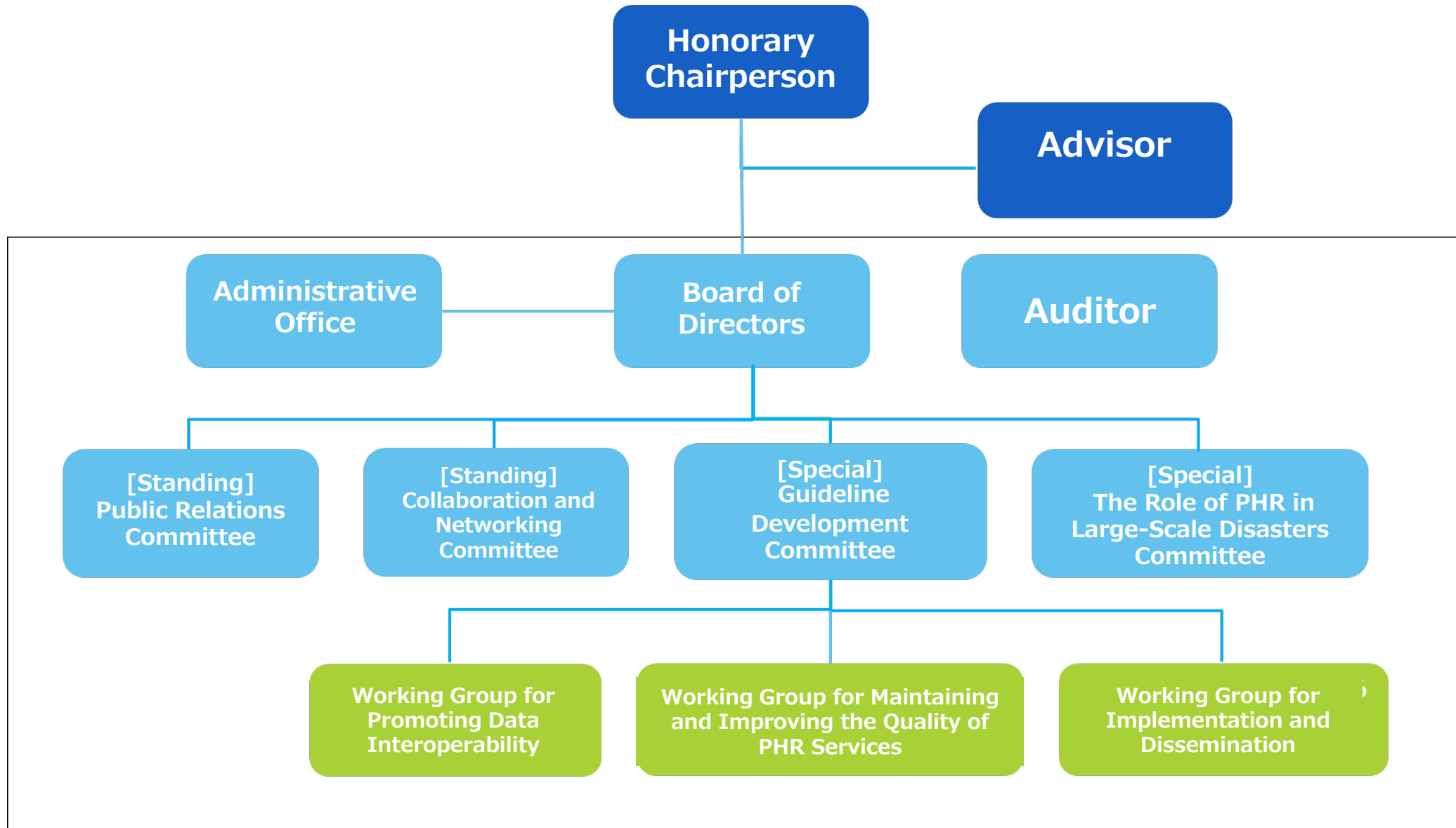
Realizing data flow for PHR services

Towards a society where individuals can actively utilize their health data across various services at their own discretion, through seamless connectivity among diverse PHR and EHR services via a common data platform.





Organizational Chart





Committee Descriptions

► Collaboration and Networking Committee

Mission: Promote Collaboration Among Members

- Disseminate information through newsletters and event announcements
- Organize various networking events such as study sessions, New Year gatherings, and co-hosted seminars with members and government agencies
- Foster collaboration with supporting and special members

► Public Relations Committee

Mission: To promote the adoption and raise social awareness of Personal Health Records (PHR), and to expand their convenience for healthcare professionals and the general public.

- Plan and manage events such as forums
- Plan, create, and disseminate educational and awareness-raising content

► Special Committee on The Role of PHR in Large-Scale Disasters Committee

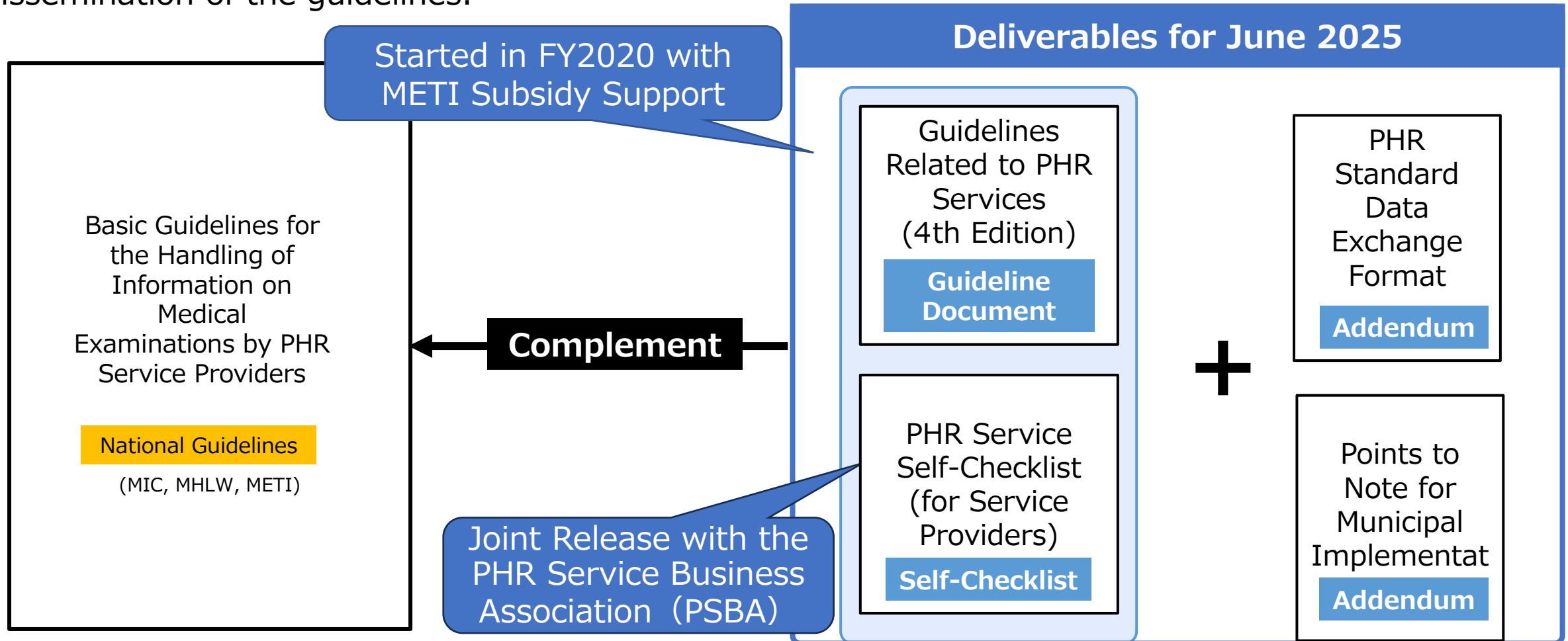
Mission : To identify and organize the challenges related to the role of PHR in large-scale disasters, make recommendations for preparedness during normal times, and promote social implementation to enable effective utilization during emergencies.

- A survey will be conducted targeting disaster survivors, supporters, relevant government agencies, and experts in affected areas, including those impacted by the Noto Peninsula Earthquake. The aim is to conceptualize a world where PHR is utilized during disasters, develop policy recommendations, and implement these ideas in society.
- If any requests for support arise from the Noto Peninsula earthquake-affected areas during the course of the survey, necessary assistance will be coordinated through the voluntary efforts of supporting and special members.



► Special Committee for Guideline Development

Based on the national guidelines, this committee organizes and presents the rules and standards that should be observed by PHR service providers. It is responsible for the development and dissemination of the guidelines.





Purpose of the PHR Service Guidelines

Based on the national guidelines, the purpose is to organize and present the rules and standards that **PHR service providers should follow, in order to further improve the quality, effectiveness, and safety of PHR services. This will contribute to the promotion of health for both individuals and society through the use of health information, and support the growth of the PHR industry.**

Definition of PHR Services

A PHR service refers to a service that utilizes health and medical information to support disease prevention and health promotion for the public and patients. It includes at least one of the following functions: **recommendation, data management/viewing, or third-party data provision.** The **data management/viewing function** also encompasses the collection of health information through wearable devices and similar tools.

Examples of possible uses include the following purposes :

- When individuals use the service for purposes such as health promotion
- When insurers, local governments, or companies encourage residents or employees to use the service as part of health guidance or health management initiatives
- When medical institutions encourage patients to use the service for health management purposes



Ten Fundamental Principles for Providing PHR Services

1. Concepts of PHR and PGD (Person-Generated Data)
2. Prevention of disease and promotion of health through **self-care support using daily life data**
3. Improving the quality of medical care by utilizing related data
4. Ensuring the health, safety, and rights of PHR service users
5. Providing services based on **user Informed consent**
- 6. Ensuring and enhancing the quality of PHR services**
- 7. Collaboration among PHR service providers**
8. Increasing beneficiaries through market expansion, promoting public health and productivity
9. Establishing a framework that allows for continuous updates
10. Developing rules for PHR service provision in line with **global trends**